



SEE YOU ON 15 AND 16 JUNE

tissu
premier

The international trade fair
for fashion fabrics and accessories
Lille Grand Palais - FRANCE
tissu-premier.com

TISSU PREMIER: FRESH FASHION & COLOUR ADDICTION

The taste of colours and innovation

New dates

TISSU PREMIER, the international fashion fabrics and trimmings trade show and leading event for pre-collections and fast fashion, has new spring dates – 15 and 16 June – for this year’s show at the Grand Palais in Lille. The session will offer a fresh perspective on the taste of colours and innovation. Responsiveness, creativity and practicality will be the focus of a show geared entirely towards fashion.

Visitors and exhibitors agree that these new dates fit better with the ever-increasing frequency of annual fashion collections.

For most visitors to Tissu Premier, June is the key season for buying and networking, whether in relation to last-minute collections for the upcoming winter season, or to prepare for the following summer, or even winter the following year.

Consequently, the new dates give buyers ample opportunity to:

- choose the latest winter fabrics for production in July/August, so that up-to-the-minute fashion collections can be in the shops by September;
- fine-tune or confirm their selections for the upcoming summer season. Tissu Premier is also a “creative laboratory”: exhibitors bring to the show their very latest products for future collections;
- order products finished to their specifications and have them delivered within tight deadlines;
- design, prepare and organise collections 18 months in advance of the subsequent winter season.

The June dates will result in substantial new business and design opportunities, generate more order volume and, being condensed into 2 days, save buyers a significant amount of time.

TISSU PREMIER: Responsiveness, creativity and practicality will be the focus of a show geared entirely towards fashion.

A FRESH OFFERING AND NEW EXHIBITORS: TISSU PREMIER – CATERING TO VISITORS’ TASTE.

As the leading specialist in fashion fabrics and trimmings for men’s, women’s and children’s ready-to-wear and casual clothing, targeted primarily at large-scale distribution, Tissu Premier will be offering an expanded and more diverse selection of products and services for this new June session.

Its prime focus is fashion materials and fabrics in particular. Fabrics account for 70% of the show’s offer, with 140 exhibitors presenting fabrics for menswear, womenswear, childrenswear, sportswear or lingerie, divided into eight main sectors:

- Prints: 37%; attuned to the needs of fast fashion, the sector combines responsiveness and creative diversity
- Knits: 24%; extensive know-how to help boost any collection
- Supplies: 9%; essentials for fabrication and point-of-sale
- Manufacturing and services: 8%; for an immediate response to manufacturers
- Sportswear: 7%; a fast-moving sector in which styles and finishes vary as much as the latest looks
- Wool & linen: 5%; high-end products for guaranteed value and a look that never fails to stun
- Dyed wovens: 5%; for all types of shirt and blouse

Tissu Premier is expanding its offer at this session to feature two related sectors that are a key factor influencing buying decisions when it comes to planning future collections:

- **Supplies/trimmings:** essential when designing a garment or accessory. Some 15 companies will be showcasing their products and services: zips, buttons, embroidery, ribbons, badges, cotton wadding, quilting, labels and stickers, hangers, bags, etc.
- **Ready-to-wear sourcing:** a prime concern for those wishing to put together a collection quickly but still keep a tight grip on costs and quality. Twelve exhibitors from France, Morocco and Asia will be offering manufacturing solutions for all types of clothing and accessories: cardigans, vests, sweaters, knitwear, t-shirts, tank tops, shirts, blouses, down jackets, anoraks, parkas, windbreakers, jackets, hats, caps, scarves, belts, gloves, small leather goods, bags, nightgowns, pyjamas, swimwear, beach dresses, pareos, and more.

Tissu Premier will be focusing on design and innovation with a new textile design sector:

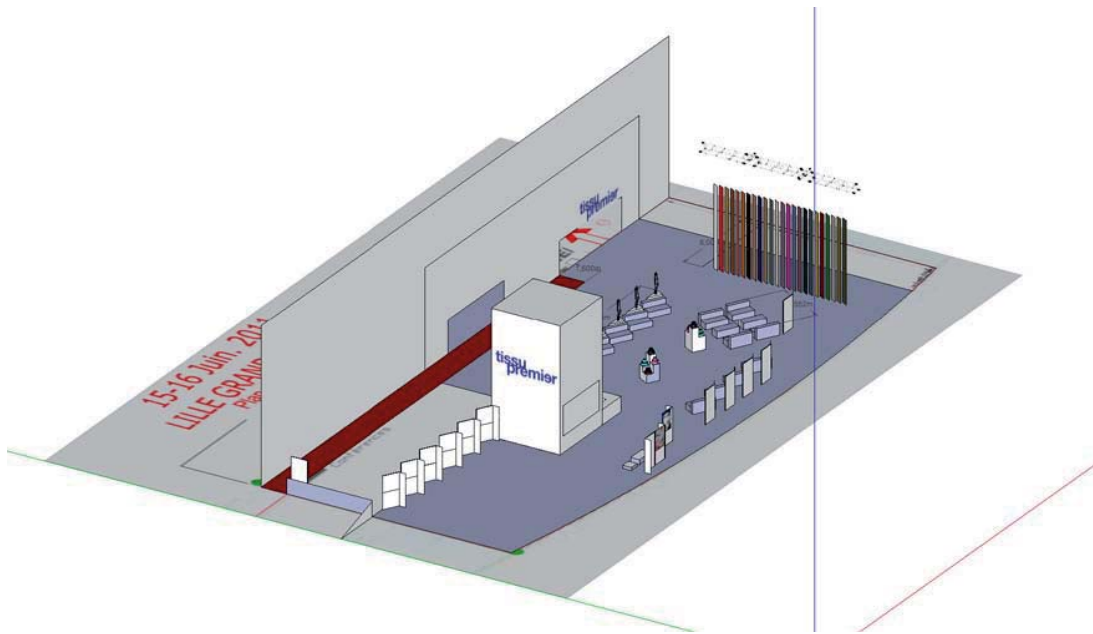
- **Print design/designers:** anything unique and exclusive is guaranteed to attract a following. This new sector is an opportunity for buyers to discover creative patterns, colours and prints for ready-to-wear collections for special occasions, such as weddings, cocktail parties and evening. The UK is a major force in this sector (which also features French and Italian textile designers) and is a perfect complement to the 30 print fabric specialists exhibiting at the show.

TISSU PREMIER WILL BE EXPANDING THE BUSINESS AREA AND INCREASING THE NUMBER OF STANDS.

The show will host 140 exhibitors, 99% of them from Europe and the Mediterranean region: France, Italy, Portugal, Spain, Belgium, Netherlands, Germany, United Kingdom, Bulgaria, Turkey, Morocco and Tunisia. The overseas contingent accounts for 52% of exhibitors, with companies from Morocco and Turkey accounting for 11%, Italy 6% and Portugal 3%.

The remaining 1% of exhibitors come from the Far East, with knits from Taiwan and dyed wovens from China.

Tissu Premier remains a favourite of exhibitors, with 32% returning to the show with fabulous new product ranges, and 16% first time participants.



The taste of colours and innovation

The show is a foretaste of the latest trends in fashion fabrics and trimmings for winter and summer, but is also a fast-fashion opportunity to add must-haves or impulse buys to post-summer collections. It's the place to spot trends and seek inspiration well ahead of time with a preview of the colour range for Autumn/Winter 12/13, and also to attend talks by three leading style consultancies.

There will be no shortage of fashion-forward fabrics, prints spiced with imagination and trimmings that give an extra edge at prices to suit buyers' reorder budgets, which represent 30% of the season's purchasing. The collections come from a variety of countries: in addition to France, which accounts for half the offer, there is a strong presence this year from Italy, Turkey and Morocco. Some of the exhibitors from France, Italy, Portugal, United Kingdom and Turkey are exhibiting for the very first time, further diversifying visitors' choices.

Substantial expertise in all areas of fashion to suit all tastes.

A SNEAK PREVIEW OF COLOUR AND FASHION TRENDS FOR WINTER 12/13

A fresh, cross-generational look at colour as a lifestyle and fashion statement.

The minute they step inside the show, visitors will be immersed in the coming seasons as they explore the proposed colour ranges. There will also be an exhibition focusing on **the Winter 12/13 range from the 'ADDICTION' show**, in association with **Pantone, Mode Information** and the **Comité Français de la Couleur (French Colour Committee)**.

A sensual invitation to experience colour through all the senses, in a setting designed by Imaginers.

FALL WINTER 12/13 colour range ADDICTION

Through an unflinching addiction to colour, its secret meanings and forbidden games, fashion offers an escape from a world of sombreness and turmoil. The energy and freshness of the ranges are a far cry from superficiality, bringing lightness to the dark days of winter. It's a move away from backward-looking temptations and rebellion against the prevailing conformism. Ochres, golds and reds explode like active substances, lighting up our environment with warmth and richness. Different colour shades engage us in subtle emotions. Floral hues create a universal language, full of sensuality and fragrances. Dark tones are a nod to elegant, harmonious urban design. The taste of colours is a challenge, a leap forward, bringing fashion and our dreams of progress alive.

SUBSTANCE	FIERY RED réf. tissu 18-1664 TCX	ESSENCES	NOUGAT réf. tissu 16-1320 TCX	CONTENSES	BLUE NIGHTS réf. tissu 19-4023 TCX
	HONEY MUSTARD réf. tissu 17-1047 TCX		DARK FOREST réf. tissu 18-5611 TCX		CRESS GREEN réf. tissu 15-0643 TCX
	FRIAR BROWN réf. tissu 19-1290 TCX		LOTUS réf. tissu 14-1905 TCX		CORDOVAN réf. tissu 16-1726 TCX
	MARSALA réf. tissu 19-1438 TCX		GRAPE JAM réf. tissu 18-3416 TCX		FAIRWAY réf. tissu 18-0320 TCX
	ADOBE réf. tissu 17-1340 TCX		ROSE VIOLET réf. tissu 17-2624 TCX		BLUE CORAL réf. tissu 19-4526 TCX
	STRECH LIMO réf. tissu 19-4005 TCX		COSTAL FJORD réf. tissu 18-3620 TCX		GULL GRAY réf. tissu 16-3803 TCX
	BEAVER FUR réf. tissu 17-1417 TCX		EGGPLANT réf. tissu 19-2311 TCX		DULL GOLD réf. tissu 17-0635 TCX
	PEACOT réf. tissu 19-3920 TCX		BIUS GRAPHITE réf. tissu 19-4015 TCX		GRAPE LEAF réf. tissu 19-0511 TCX

Terreux - organique - aurifère - volcanique - lumineux - éclairant - précieux - pollens - pelage - automnal - résine - miel et caramels - capiteux - épicé
Earthy - organic - gold-bearing - volcanic - luminous - illuminating - precious - pollens - fur - autumnal - resin - honey and caramel - heady - spicy -

Soufre - citronné - lavande - tea time - floral - végétal - décoratif - intime - espiègle - naturel - sensuel - frais - simple - pâtisseries
Sulphur - lemon - lavender - tea-time - floral - vegetal - decorative - intimate - mischievous - natural - sensual - fresh - simple - pastry -

Sombre éclairés - vifs adoucis - primaires assombrés - neutres lumineux - classiques opposés - basiques ludiques - naturels secoués
Bright darkness - softened brights - darkened primaries - luminous neutrals - opposed classics - fun basics - shaken up naturals

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(See attachments: colour range Summer 2012)

Innovation, sustainability and creativity from northern Europe to fire the imagination. Whetting the appetite of both visitor and exhibitor from the moment they step into the show

PUBLIC EXHIBITION: "TASTE OF COLOURS"

An exhibition designed by Imaginers, with the active participation of students from northern Europe and Maisons de Mode, plus a programme of special talks.

THE FRESH VISION OF YOUNG DESIGNERS

- Colour matching session, with the range illustrated and presented by designers from Maisons de Mode, loyal Tissu Premier partners.
- Maisons de Mode have also produced a 22m x 6m canvas sign featuring street-style models in a giant mosaic of the looks that are most indicative of northern Europe's passion for fashion. For designers visiting the show, this is a fresh and imaginative source of inspiration direct from the street.



- Students from north European fashion schools who were such a hit last September will give tomorrow's range a fresh twist. Tissu Premier has asked them to devise the colour range of the future to showcase the creativity of northern Europe.

Two creative partnerships showing the world through the eyes of a new generation of the most creative fashion consumers.

THE EXHIBITION: THE "HAPPY AGE" OF READY-TO-WEAR/ THE 60S – GENERAL PUBLIC

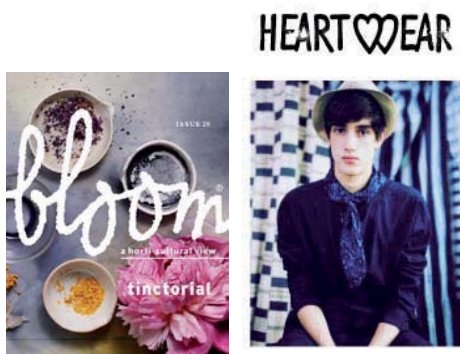
After Zoom by fatex, it's now Tissu Premier's turn to evoke the 60s, using the archives of fashion magazine L'OFFICIEL. The archives are a source of inspiration from that era, evoking the "happy age" of ready-to-wear that was characterised by the optimism of a burgeoning industry: pure lines and volumes, intense colours, but above all, confidence in design and innovation – fashion that was present and visible, from the fashion press to the street.

The power of the innovative designers of that era, en route to our future, continues to inspire fashion today.

www.jaloufashion.com



FRESH PLEASURE: TISSU PREMIER: A TREND PREDICTOR



A temporary boutique of ready-to-wear that goes straight to the heart: spotlight on indigo with *Bloom* magazine and designs by “Heartwear”, making a creative connection between fashion and sustainable development, between Lille and Mali.

In 1993, Lidewij Edelkoor and a group of textile design friends set up **Heartwear**, a non-profit association that helps artisans in developing countries to export their products without compromising their skills, knowledge, culture or environment.



The outfits worn by the show's hostesses are by Sarah Lespagnol, the talented designer behind the Ysterike label, in partnership with Lucien Casez and Écussons Meresse, lace embroiders from Caudry.
(See attachments)



FAST AND BUSY: just two days is all it takes to place orders, shop for products that are fresh and ready to use, and be ready to design and produce the top-selling collections of the future.

The FORUM

Save time with a themed overview of the show's exhibitors, in association with style consultancy **Peclers Paris**: the latest winter and first summer products. Fabric and trimmings collections for **menswear, womenswear, childrenswear and sportswear**, illustrated by images of **Maisons de Mode's** street-style models, bridging the gap between fashion and the end consumer.

(See attachments : « Fashion Focus »)

THE INNOVATION TABLE

Tomorrow's textiles and innovations presented at the show with **MatériO Antwerp**, designed by **Suzanna Campogrande**. To give **your collections added value** through the use of high-performance textiles. A fashion-aware selection to be relished in full.

TALKS/FASHION OUTLOOK

3 LEADING STYLE CONSULTANCIES OFFER AN INSIGHT INTO THE WINTER 2012/2013 TRENDS

The first textile show of the season, Tissu Premier is always one step ahead with its on-trend predictions of tomorrow's collections. A packed programme of talks will look at all the major design trends of the winter with three major international style consultancies.

See attachments.

Wednesday 15 June

10.15 to 10.45 – PECLERS – DOMINIQUE METTRAUX

Winter 12/13 fashion and fabric preview

11.00 to 12.00 – TREND UNION – CECILE POIGNANT

"SHOPPING"

12.00 to 12.45 – TREND UNION – CECILE POIGNANT

"TINCTORIAL" An exclusive range of natural colours, a talk followed by the presentation of the Heartwear project as part of the "Le goût des couleurs" (the taste of colours) exhibition at the entrance.

14.30 to 15.00 – NELLY RODI-Nilufar Khalessi

"DECOR AND ATMOSPHERE"

Thursday 16 June

9.45 to 10.15 – PECLERS – DOMINIQUE METTRAUX

Winter 12/13 fashion and fabric preview in connection with the collections at the show.

10.30 to 11.00 – TREND UNION – Cécile Poignant

presentation of the "colour card" range, a range of natural colours for Winter 2012

11.00 to 12.00 – TREND UNION – Cécile Poignant

"SHOPPING"

14.00 to 15.30 – Master of linen/CELC

Workshop for fashion and textile students with the focus on linen, colours and sustainable development

Linen: a pure European product. Linen does not come from an exotic plant: it is a pure European product! It is grown locally in an area stretching from southern Normandy to Belgium and the Netherlands, and from Caen to Amsterdam. When it comes to innovation and creativity, European scutchers, spinners and weavers more than hold their own. Linen worn in winter – alone or in combination with other high-quality fabrics – protects against the cold. Lightweight linen is a natural temperature controller, ideal for summer, and now wrinkle-free. Coated linen is rain-resistant and perfect for outdoors, while washed linen dispenses with the chore of ironing! The history of linen, and what's new in linen, natural linen and technical linen, illustrate why linen is such an iconic fabric.

TISSU PREMIER: northern Europe's leading fast fashion event for fabrics and trimmings.

Next meeting January, 18-19 2012

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APPENDICES

TREND UNION

Trend consultants and creators of inspiration books and magazines.

Lidewij Edelkoort, assisted by her Trend Union team, has personally designed a collection of trend books for the fashion, textile, design, interior design, beauty and wellbeing industries. The books express her vision of future major trends, based on consumer behaviour identified by her team. Published twice a year in limited quantities and carefully completed by hand, these books have become a valuable tool to help professionals in their design process.

With the advent of trend forums at international trade shows in the 1980s, Lidewij's work revolutionised the profession of "trend spotter". She travels the world in search of novelty, emotion and inspiration, closely observing cultures and societies in order to collect words, images, objects and sensations. Lidewij announces what concepts, colours and materials will be in fashion in two to three years' time, because in her view, "design cannot exist without knowledge of the future, and a product cannot exist without design". Accordingly, she and her team help professionals interpret changes in society and decipher the signs of changing consumer trends, while still keeping in mind economic reality.

Trend Union also customises trend presentations for clients who are manufacturers, associations or institutions. Twice a year, Lidewij Edelkoort gives a spectacular audio-visual presentation to all Trend Union customers, with sessions in Paris, London, Milan, New York, Tokyo, and many others cities.

TREND UNION

Trend Union – 30 boulevard Saint-Jacques 75014 Paris – www.edelkoort.com

Bloom Magazine (Edelkoort Editions)

We produce our own, advertisement-free publications in association with a large number of world-class designers and photographers. Our goal is to offer our readers sophisticated images that will become an inspiration for all their creative needs. Founded in 1998, *Bloom* is a magazine dedicated to trends in flowers, plants, seeds and gardens. It is the first magazine of its kind to use photos and text to analyse major trends in horticulture, and recognise the extent to which this area is related to industries as diverse as fashion, design, packaging, cosmetics, food and culture.



The outfits worn by the hostesses at the show are produced in partnership with embroiders from Caudry: Lucien Casez and Écussons Méresse

LUCIEN CASEZ



For more than 50 years, Lucien Casez has been producing high quality broderie anglaise.

We are recognised specialists and produce all our own patterns.

Our technical and IT resources are available to design, develop and manufacture your embroidery and guipure, and provide samples along the way.

Lucien Casez is a partner of some of the biggest names in fashion and ready-to-wear seeking competitive prices and high production capacity.

We also work with design firms wishing to create their own embroidery patterns.

Our strength: responsiveness and a vast collection of archives going back 50 years.

Benefits to you: high-quality work 100% Made in France.

ÉCUSSENS MÉRESSE



Les Raymond Méresse

FABRIQUE DE BRODERIES MÉCANIQUES, SPECIALITÉ D'ÉCUSSENS
Z.I. 26 Avenue H. Lefebvre - B.P. 30042 59541 CAUDRY Cédex
Tél. : (33) 03.27.85.15.60 +
Fax : (33) 03.27.85.22.43
E mail: ecussons@r-meresse.fr
Web : [//www.r-meresse.fr](http://www.r-meresse.fr)

BRODERIES SUR VETEMENTS,
CASQUETTES, LINGE DE MAISON, etc...
DÉCOUPE DE TISSUS AU LASER



Écussons Méresse, a benchmark in embroidery since 1958, owes its position of leader in its field to the skills of its staff and effectiveness of its equipment.

Since 1958, Écusson Méresse has been the preferred supplier to sports clubs throughout France.

It is also trusted supplier to garment manufacturers, governments and the military. Its design and production processes are fully integrated to provide optimal quality in relation to price.

The company adapts to any production volume, from a single patch to hundreds of thousands of units.

Like our competitors, our machines can produce 6, 12 or 24 pieces; however, we are the only company in the world to have equipment capable of producing 680 or 1,024 patches simultaneously.

Our prices are highly favourable to export... even to Asia.

WHAT A COLORFUL WORLD !

Gamme couleurs Été 2012 / Colour range Summer 2012

tissu
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Recherche de simplicité et de vérité, le minimalisme se réinvente par une approche franche de la couleur. Il construit un avenir en humanisant ses valeurs abstraites. Un réalisme qui le force à plus de subtilité et à décliner des concrets. La lumière naturelle diffuse une douceur réveuse sur les gammes, loin de la dureté matérialiste. Rendre concret et innovant le futur et le construire au plus près des préoccupations de chacun d'entre nous : lui-même, son environnement et ses rêves....

A search for simplicity and truth, minimalism reinvents itself with a direct approach to color. It constructs a future by humanizing abstract values. A realism which forces a certain subtlety by working monochromatically. Natural light diffuses a dreamy softness for color ranges which are a far cry from material toughness. We build a concrete, innovative future closer to each person's preoccupations : ourselves, our environment and our dreams ...

TAN VIBRATION

ALMOST AQUA réf. tissu 13-6006 TCX
FIESTA réf. tissu 17-1504 TCX
PALE BLUSH réf. tissu 14-1312 TCX
RHUM RAISIN réf. tissu 19-1321 TCX
BISCUIT réf. tissu 16-1338 TCX
GOLDEN GLOW réf. tissu 15-1050 TCX
STRAWBERRY ICE réf. tissu 16-1720 TCX
NAVY COSMOS réf. tissu 19-3714 TCX

La pâleur diaphane des roses se pimente de lipstick vifs et de sombres mystérieux. Un voile doré épice d'ore la gamme des beiges et enssoleille toutes les nuances de carnation. Un jeu d'ombre et de lumière estival, le jeu subtil des contre jours. A diaphanous, nude pallor is perked up by lipstick brights and mysterious darks. A golden veil adds spice to a range of beiges and sun-drenched carnation hues. A summer play of shadow and light ... a subtle, back-lit game.

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SUBAQUATIC ENERGY

WOODBINE réf. tissu 18-0538 TCX
BALTIC réf. tissu 16-5123 TCX
DRIZZLE réf. tissu 16-4402 TCX
JACARANDA réf. tissu 17-3930 TCX
GREEN GABLES réf. tissu 16-4066 TCX
LUMINOUS GREEN réf. tissu 12-0525 TCX
CROWN BLUE réf. tissu 16-3926 TCX
STERLING BLUE réf. tissu 15-4309 TCX

Un jeu d'eau et d'oxygène. Un affleurement à la surface laisse pénétrer la lumière sur un jardin sous marin flouté et poétique. Une gamme en camaïeu aquatique aux étranges ponctuations lumineuses qui colorent les transparences. A play between water and oxygen. Surface ripples let light penetrate into a blurry, poetic, underwater garden. A monochromatic, aquatic range with strange, luminous accents that add color to transparencies.

HUMAN FANTASY

SHOCKING PINK réf. tissu 17-2127 TCX
EMBER GLOW réf. tissu 17-1547 TCX
POPCORN réf. tissu 12-0825 TCX
PLUM réf. tissu 19-3220 TCX
JEWEL BLUE réf. tissu 18-4535 TCX
MONUMENT réf. tissu 17-4405 TCX
BRIGHT WHITE réf. tissu 11-0601 TCX
ORCHID BOUQUET réf. tissu 15-3412 TCX

Fraîcheur et simplicité d'un jardin extraordinaire et le reflet d'un optimisme radical. Le talent humain floute la réalité et traduit par des impressions abstraites et blanchies le nouveau monde dans lequel il souhaiterait se projeter. Le rêve et les couleurs des pilules du bonheur pour combattre le spleen. The freshness and simplicity of an extraordinary garden reflect a radical optimism. Human talents blur reality, translated as either abstract prints or projected, bleached effects on a new world. Dreams and cheerful pill colors light off melancholy.

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Fashion Focus Winter 11/12 Summer 2012

CHILDREN'S

JUNIOR PARK / denim, chino, chambray and hopsack fabrics in faded or natural colours, with mini floral, leaf and check motifs. Silhouettes are moving towards the pale freshness of a romantic country idyll.

BABY BLANKETS / organic cotton, wool and synthetics in whites and pastels. Soft and cosy single- or double-sided wool jerseys.

PONY WORLD / classic designs given a modern and very "girly" twist using paint-box colours.

POP SCHOOL / eye-catching designs and colours turn pop art into contemporary classics.

Winter 11/12

EVERYDAY GLAMOUR: dreamy opulence and sensuality. The power of chic. Elegant, urban sportswear

NEO JAP / traditional floral or geometric designs with a silky finish. Flamboyant exoticism.

FLAMBOYANCE / SHANGHAI ROCKEUSE (Shanghai Rocker): smooth or lacy perforated leather.

PRINCESS KATE / florals and plaids inspired by classic English sportswear and given a modern spin with neutrals, reds and fluorescents.

MONOGRAMME / silky fabrics with small-scale prints.

LA MARIEÉ ETAIT EN NOIR (The bride wore black): dark wool, heavy cotton or twills, with a luxury satin or flame silk finish.

DARK CITY / flocked, quilted or silk jerseys.

GOLD PLAY / silk jerseys and viscose in every imaginable shade of gold.

GOLDEN GODDESS / silks, lamés and lace for evenings of fiery femininity.

DIVA / a range of lipstick reds combined with natural-colour faux fur.

SHINING / all types of silky or duchess satin. Sensual draping with a vintage feel.

WINTER BLOOM: subversive and sentimental; striking colours and neons; colour blocks and florals

PLUME / small-scale prints

BOUQUET D'HIVER (Winter Bouquet) / large-scale abstract floral designs against warm, dark backgrounds.

FLEURS NEON (Neon Flowers) / tachiste and macro-realist giant neon-coloured flowers. Tropical winter.

ART DECO / and decorative arabesques.

SUBVERSIVE / winter felts and wools in summer shades. Fluorescent lace.

PURE ACIDE / velvet with flashes of quilting in acid colours.

ZIGGY STARDUST / pop-art faux fur.

CANDY / for fifties and sixties dresses in the spirit of Barbie.

A FLEUR DE PEAU (Blush) / diaphanous chiffons with ribbons and ruffles for an ephemeral touch of mystery.

PEAU D'ANGE (Angel Skin) / inspired by underwear in colours of translucent skin

MARÉE NOIRE (Oil Slick) / finishes reminiscent of varnish and plastic. Sheepskin or snake skin.

MACADAM / rugged blacks and small-design lace, for the dark angels among us.

METEORITE / matte sequins, smokey lurex and twisted yarn. The spirit of nightclub rock.

DESIGN NATURE: spiritual and minimal; androgynous and structured; raw, mineral and Zen

NATURE BROUILLEE (Fuzzy Nature) / large, fossil-inspired designs.

MINERAL / rocks and granite patterns. Flamed wools and tweeds in marbled greys.

ANIMAL / soft-focus small- and large-scale drawings of feathers and fur.

FLEUR DE PIERRE (Stone Flower) / grey florals.

PLAT PAYS (Flat Country) / flannels in beiges and greys. Designer wool.

MONACALE (Monastic) / animal skins, rustic wools, single- and double-sided jersey knits... all the basics for a foggy winter.

ARAN ISLAND / small jacquard designs; natural, unbleached rustic tweeds; towelling.

CASUAL WORKWEAR / basics with a masculine spin. Basic checks and plaids. Wovens.

BRITISH VIBRATION: banality renewed, classics reworked, experiments on a daily basis; anglomania sizzles and ethnicity is acid hot!

DRAPERIE POP (Pop Suiting) / the neo preppy look in saturated colours. Suiting fabric in classic English design, but bright colour palettes. Wide stripes.

GEOMETRIE MODERNISTE (Modernist graphics) / arty, Mondrian-style geometric designs. / Silk jersey and small tie prints. Sixties Nordic deco design combined with traditional masculine wools.

IKAT CARPET / carpet-inspired Persian, floral and animal patterns and exotic ikats. Animal fables.

URBAN DECORATIVE / huge garden and leaf designs on boiled wool for the young hippie.

MAD MEN / sixties tailored look, knits and twills for woollen jerseys with a new slant on traditional knitting stitches for an earth-mother look.

ACID VISION / fluorescent colours and giant hallucinatory patterns on sophisticated fleece fabric.

TYPO / a minimalist range featuring random or repeated letters of the alphabet.

SUMMER 12/WHAT A COLOURFUL WORLD!

In a quest for truth and simplicity, minimalism is being reinvented through a straightforward approach to colour. The abstract values of minimalism are the new future. Realism forces minimalism to be more subtle and relevant, resulting in monochromatic shades that feel natural and obvious. The ranges are infused with the dreamy softness of natural light, making us forget harsh realities. The future will be hands-on and innovative, built according to our concerns for ourselves, our environment and our aspirations. This means taking creative risks to discover or rediscover the pleasure of being different, challenging indifference and getting back on the path to fashion.

BELLEVILLE / vichy, small florals and spring basics

MON ONCLE / neo-sixties prints

MADE IN NORMANDIE / fresh checks, flowers and butterflies

HOTEL NORMANDIE / red white and royal-blue stripes

ACAPULCO / a sixties-inspired summer with geometric deco designs, or batiks

MINIMAL / black and white. An original 1950s "barbie" spirit.

CHICA LATINA / sexier and very colourful, with psychodelic prints and large, tropical leaf motifs

NUDE SWAN / evanescent, sophisticated sports jersey. dance studio basics

BIOTOP / organic fabrics are becoming more sophisticated, with colours that evoke flowers and romance

UN DIMANCHE A LA CAMPAGNE (SUNDAY IN THE COUNTRY) / lace, broderie anglaise, floral cottons and fresh, easy-to-wear fabrics for parties and country weddings